



News From

Maggie Brooks

Monroe County Executive

For Immediate Release
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BROOKS ANNOUNCES PROJECTS APPROVED BY COMIDA

Monroe County Executive Maggie Brooks announced that the County of Monroe Industrial Development Agency (COMIDA) today approved incentives for six local economic development projects.

*"In 2005, we had a number of great economic success stories in Monroe County," said Monroe County Executive **Maggie Brooks**. "We are optimistic that we will see continued economic momentum in 2006. Monroe County remains committed to supporting local companies in improving and expanding their operations, and retaining and creating jobs in our community."*

The following projects were approved by COMIDA:

- **Christa Development Corp.** (Lease/leaseback with JobsPlus)
119 Victor Heights Parkway
Victor, NY 14564

Project Address: **Hard Road and Route 104**
 Webster, NY 14580

The applicant is proposing to construct a 68,000 square foot Hampton Inn at the northeast corner of Hard Road and Route 104. The hotel will have 90 guest rooms and include a pool and spa, exercise room and business center. The hotel will be located on a 3.9 acre parcel. The total project cost is \$7.5 million. The hotel will employ 25 full-time. The company seeks approval of JobsPlus based on the local labor and suppliers rule. The project qualifies as a tourist destination.

- **Khuri Enterprises IV Building 508, LLC** (Lease/leaseback)
1110 – 1150 Lee Road
Rochester, NY 14606

The applicant is proposing to renovate former Kodak facility 508 and will make it a municipally accessible facility for distribution, light manufacturing and/or office uses. The purchase price of the building is \$3.1 million.

The building is currently in Kodak Park and will require numerous improvements to meet both accessibility and code requirements. The improvements total \$1.6 million and include installing a fire suppression pump house, a new fire monitoring system, and ADA-acceptable facilities.

ITT Industries currently leases approximately 21% of the building for storage and warehousing. The remaining areas of the building will be leased once required improvements are completed. The company is seeking approval for sales tax and mortgage tax exemption only.

- **2620 West Henrietta Associates, LLC** (Lease/leaseback with JobsPlus)
2620 West Henrietta Road
Rochester, NY 14623

Tenant: **Time Warner Entertainment**

2620 West Henrietta Associates, LLC is purchasing and renovating the currently vacant property at 2620 West Henrietta Road for lease to Time Warner Entertainment. The 54,000 square foot building formerly housed the Rosa and Sullivan retail appliance store and warehouse in the Town of Brighton. The building is being purchased for \$1.2 million.

The total project cost is \$1,360,200, which includes \$955,000 in renovations and \$342,000 in equipment purchases. Time Warner employs 791 in Monroe County. Distribution, maintenance, engineering and repair operations will move to the West Henrietta facility allowing the call center operations (376 jobs) to grow at the Mt. Hope Avenue location in the City of Rochester. The company seeks approval of JobsPlus based on the rehabilitation of an existing commercial building that has been vacant for a prolonged time period. The JobsPlus job creation requirement is 38 full-time jobs.

- **LeFrois Development LLC** (Lease/leaseback with JobsPlus)
PO Box 230
Henrietta, NY 14467

Project Address: **220 Kenneth Drive**
Rochester, NY 14623

The applicant is proposing to construct a 52,444 square foot facility on 6.44 acres located at Kenneth Drive in the Town of Henrietta. The building will be occupied by Current Communications Services, LLC which started business in 2003 and has 82 employees in Monroe County. Current Communications has developed advanced communication software for broadband access. This allows for broadband services to be provided through traditional utility/electric lines.

The company has just signed a contract with TXS Electric in Texas to create the nation's first broadband-enabled Smart Grid. The new building will cost approximately \$5.7 million, including land. In addition, Current will be purchasing \$4.2 million in equipment. Current also considered locations in Maryland and Texas. Current expects to create 180 new jobs over the next five years. The company seeks approval of JobsPlus based on the technology-based producer service use. The JobsPlus job creation requirement is nine full-time jobs.

- **Optimation Technology, Inc.** (EquiPlus)
50 High Tech Drive
Rush, NY 14543

Optimation Technology, Inc. is a provider of engineering and systems integration services for industrial and manufacturing applications. Optimation Technology serves a variety of industry sectors for large and small clients throughout the U.S. and the world. Optimation Technology will be purchasing a voice processing system, IPS upgrades, routers, memory upgrades and software programs for a total equipment investment of \$72,000. Optimation Technology employs 90 full-time and will be hiring one new full-time employee within one year. The company has been approved for a GreatRebate on the equipment purchases through the Monroe County Industrial Development Corporation. The company has utilized the GreatRebate program in the recent past.

- **My Brands, Inc.** (EquiPlus)
395 Summit Point Drive, Suite One
Henrietta, NY 14467

My Brands, Inc. sells hard to find products to brand loyal customers via telephone and e-mail orders. The products are purchased through My Brands, Inc. because grocery stores and specialty stores may no longer inventory such items, and the manufacturer contracts with My Brands, Inc. to carry these items.

My Brands will be purchasing computers, computer hardware, call center hardware and software, warehousing racking, communication equipment and refrigeration apparatus for a total equipment investment of \$207,450. My Brands employs 10 full-time and will be hiring one new full-time employee within one year. The company has been approved for a GreatRate on the equipment purchases through the Monroe County Industrial Development Corporation.

The EquiPlus program combines the investment incentives of the GreatRate and GreatRebate programs with the sales tax exemptions offered through COMIDA. Companies that receive GreatRate or GreatRebate benefits through MCIDC for the purchase of equipment can receive an additional sales tax exemption on the purchase of that equipment through COMIDA.

JobsPlus is a tax abatement program that, in addition to sales tax exemption and/or mortgage tax exemption, provides 90% abatement on increased assessment associated with the project in the first year, decreasing 10% per year for a ten-year period.

COMIDA is a not-for-profit, public benefit corporation and governmental agency. Its purpose is to encourage established businesses to expand locally and to attract new industries to the Monroe County area. COMIDA incentives apply toward the purchase of land and construction of new facilities, the expansion of existing buildings, the purchase of new machinery and equipment, as well as the renovation of existing facilities.

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